

# AUTOMOTIVE NEWS

## WESTERN AUTO IS OBSERVING EVENT 20TH ANNIVERSARY

With the recent announcement of a great anniversary event commemorating the twentieth year his concern has been serving western motorists, Charles Pritchett, local manager of the Western Auto Supply company, calls attention to the fact that the occasion, which will continue for a whole month, celebrates the opening of the first Western Auto store in the west, and brings scores of greater savings to motorists.

Some of the special features of this event include an extra trade-in allowance on old tires to purchasers of guaranteed Western Giants, specially reduced prices on batteries and oil, as well as on many other auto needs. House points, too, may be purchased at prices materially lowered during this occasion.

Although these special values commemorate 20 years of service in the west, the history of Western Auto really goes back to 1909 when George Pepperdine, founder and president, first conceived the idea of selling accessories to meet the needs of auto owners. With only five dollars and a high ideal of service Pepperdine embarked on this new business in Kansas City.

**TOO LATE TO CLASSIFY**  
PHONE 989-R, re-upholstering, re-finishing, re-gluing, Thibault.  
**FOR RENT**—Apartment, 3 rooms and bath, lights and hot water furnished; Frigidaire. 810 S. Oakdale.  
**WANTED**—Best little home near Medford \$400 or \$500 will buy. Box 1021, Tribune.

**MEDFORD BARGAIN HOUSE SPECIALS**—Barb wire, chicken netting at reduced prices. New and used pipe, all sizes; 5,000 ft. 2-inch irrigation pipe at attractive price. IHOR washing machine, good as new, \$24.50. Heavy work harness, new and used garden tools, large assortment, 9 by 12 Holestem rug, \$5.50. Large assortment of new and used FURNITURE, including day-bed, dining room sets, bedroom sets and miscellaneous items.

**INVESTIGATE AND SAVE**  
Medford Bargain House, 27-29 North Grape.  
**FOR SALE**—Six-room house in Jacksonville, four lots, creek running through property. All for \$700 this month. Inquire 518 So. Oakdale.

**FISHING** rods and boats built to order. Repair service. John Detweiler, 522 Edwards.  
**FOR RENT**—Five-room house, modern, 39 Myers Court.

**BUYERS** are here. List your property with Southern Oregon Realty Co., located at Merrick's camp office.  
**PANSY** plants, extra fine, 50c dozen. Perennials 15c, 25c each. Mrs. Dan Howard, Spring Street.

**FRESH** and springer heifers and cows 3 miles north of Eagle Point on Crater Lake highway, W. C. Kassarhafer.  
**WANTED TO BUY**—Good family milk cow. Call Box 26, Star Route, after Sunday.

**FOR SALE**—'28 model "A" Ford pickup. New tires and battery. Medford Glass Co., 36 S. Bartlett.  
**FOR SALE**—Male Boston terrier puppy, 903 S. Holly.

**WANTED**—New car salesman, must be efficient and able to close own deals. Box 1305, Tribune.  
**FOR SALE**—A nice country home, 2 acres, all fenced, irrigated, in Laido clover; garden, shrubs, flowers and shade. 6-room modern home, double garage, hen house, barn and wood house. Overlooking valley and city, 1/2 mile south of S. O. S. Price \$4500, including cow and chickens. Ed Rehtel, Myers Lane, off Stewart Ave.

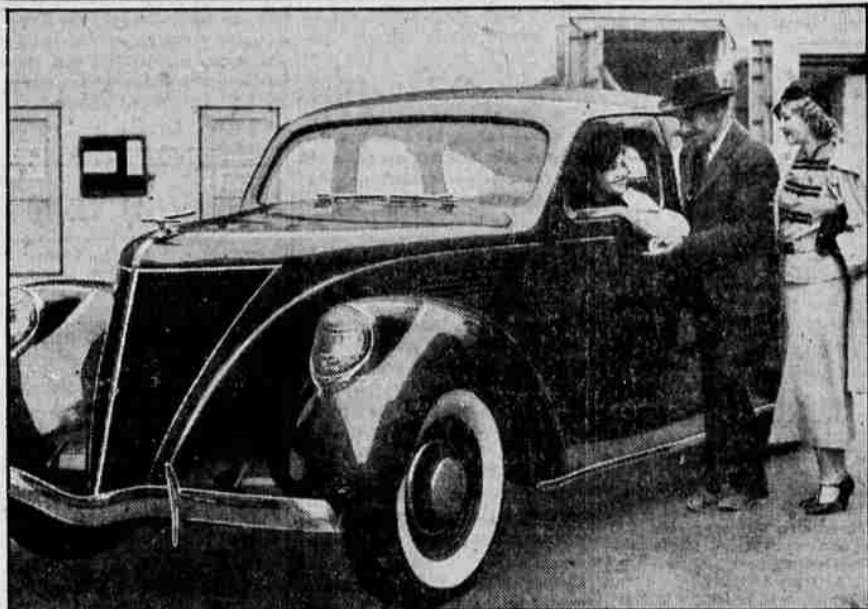
**FOR SALE**—40 acres cultivated farm land on Crater Lake highway. Under lease. Price \$1800 cash.  
**FOR SALE**—15 acres on Kings highway, 12 acres pears. Modern 3-room house.

**WE** have cottages for sale in beautiful Edgewater Park, river frontage. Accessible all the year. Also a summer cottage and 16-ft boat at Diamond Lake.  
**FOR SALE**—Attractive home in Jacksonville. Lawn, flowers, fruit and nut trees, garden spot. Priced for quick sale. Terms.

**FOR SALE**—Lovely home site on Old Stage road, 6 acres under irrigation, 4 acres walnuts and filberts, 4-room house.  
**PLAHEITY REALTY CO.**, 311 Medford Bldg.

**1 1/2 ACRES** suburban home for sale. 4-room modern house, garage with fruit house and woodshed combined. Chicken house and barn. Electrical pump. One-third down, balance like rent. By owner, C. R. Reynolds, Route No. 2, Spring St.

## Streamlined Beauty Appeals to Screen Star



**DURING AN INTERLUDE** in making the picture "Farmer in the Dell" starring Fred Stone, he is visited on the RKO lot in Hollywood by his daughters Paula and Dorothy and one of the new V-12 Lincoln-Zephyr motor cars. For all his role as a farmer of the old-fashioned sort in his latest picture, Fred Stone seems fully aware of the streamlined ultra-modern beauty of the 110 horsepower Lincoln-Zephyr, which he is enthusiastically pointing out to his charming daughters.

Auto owners of that day quickly saw the value of the service he offered, and for the next few years the business grew with amazing rapidity. But young Pepperdine worked so hard in guiding the destinies of his store that his health broke and he had to sell the controlling interest in his thriving enterprise.

We went west to recuperate and as time brought strength and health, he again became restless, and in spite of much discouraging advice, opened an accessory store in a Pacific coast city. This was as popular as his first venture, and soon orders were coming from all over the west for auto supplies.

By 1918 the wide demand for Western Auto Service made it necessary to establish branch stores in certain key cities to serve motorists in other areas. This was the beginning of a steady and persistent growth that has continued through two depressions until today more than 150 stores serve motorists of 158 of the principal cities in the eleven western states and Hawaii.

The success of all these stores is attributed by the local manager to the policies of honest values, fair dealing and guaranteed merchandise laid down by Pepperdine at the founding of his enterprise and rigidly adhered to in every transaction of the company since then.

Realizing the value of the customer's good will, Pepperdine has always sold highest quality merchandise and backed every article sold with a money back guarantee. In addition, he has always passed the savings gained through multiple purchases on to the customers, whose patronage made those savings possible. Appreciation of the benefits this policy brings to the millions of motorists in the west has built a friendly relationship between customer and company that is seldom equalled in any business.

Each year the firm has celebrated its anniversary with a huge event similar to the current one, and local motorists have come to regard it as one of the important automotive events of the year.

### Burelson Offers Easter Fashions In Customer Sale

Fashions for Easter wear are on display at Burelson's store where a drive for 1000 new customers is now in progress featuring spring dresses, suits, coats and hats in a store-wide sale. Large numbers of southern Oregon and northern California patrons have visited Burelson's during the past few weeks to take advantage of the unusual first of the season values.

Up-to-the-minute styles are included in the new customer drive event and Burelson's are showing a complete stock of attractive merchandise at reduced prices for their pre-Easter sale. Mr. and Mrs. E. T. Burelson spent several weeks carefully selecting spring and summer apparel from many of the best known manufacturing lines.

**LAWN MOWERS** sharpened. We call for and deliver. 23 N. Fir St. SIMS BROS. Phone 261.  
**Buckingham's Ice Cream, Candy & Party Specials** The Great, 230 S. Cent.

## EAGLES WILL GIVE APRIL FOOL DANCE

On the evening of March 31 the Medford Eagles will entertain with an April Fool's dance at the Oriental Gardens. The affair is to be a masquerade, those attending coming in hard-times and other costumes.

A cash prize is announced for the best hard-times costume and the best costume of other type. A special orchestra, dubbed "Seven Masked Fools," will play for the dance, which is to be a benefit to send the drill teams to the convention at Silverton in June.

**WINDOW GLASS**—We sell window glass and will replace your broken windows reasonably. Trowbridge Cabinet Works.



Very few contesting delegates have filed against these two majority slates. Only three delegates are running against Roosevelt. Their opportunity for staging a first class rebellion is not bright. One Republican delegate pledged to Hoover has filed, but he might as well be pledged to William Jennings Bryan. It would be a little embarrassing

for the La Follette if Senator Borah happened to win the Republican nomination. However, the embarrassment would not prevent a repetition of what happened in 1932. Then the Messrs. Roosevelt and La Follette effected an indefinite but agreeable understanding for mutual support. You may count on the La Follette to stick to the New Deal even against their old friend Borah.

Business is better through Wisconsin. All agree the farmers are in fairly good shape. This accounts for the prospect that the university enrollment next year will be about equal to that of 1928.

The progressive insiders believe Gov. Phil will run in the fall and be re-elected.

The number of extreme left wing radicals at the university is variously estimated at from 54 to 150 out of about 10,000 enrolled students. This

is far less than at large city universities.

A lawyer is running for a judgeship on a platform promising not to hold any act unconstitutional, and he has a good chance to win. They need him in Washington.

My personal attention given to all watch repairs, factory style workmanship, reasonably priced and thoroughly guaranteed. Jno. W. Johnson.

**LAWN MOWERS** sharpened. We call for and deliver. 23 N. Fir St. SIMS BROS. Phone 261.

**Brill Metal Works, Inc.**  
GENERAL SHEET METAL  
Furnaces — Oil Burners  
109 E. 8th St. Phone 415

### Don't Put Overalls On Your Car

SEAT COVERS NEATLY TAILORED BY

## HOHLWEG'S TOP SHOP

LOOK BETTER—LAST LONGER AND GIVE BETTER PROTECTION

We don't put them on, we FIT them on

You Get the Finest Materials at the Fairest Prices

EIGHTH AT BARTLETT. PHONE 687

These fine Home Radios on **EASY TERMS** and No Money Down

Also Western Air Patrol Home Radios On our original budget pay plan

## LEWIS SUPER SERVICE STATION

Complete Automotive Service—Wrecker Service  
8th and Front. We Never Close. W. L. LEWIS, Mgr.

# Safety Comes First in the Ford V-8

A SAFE CAR helps make a safe driver. There is no compromise with safety in the Ford V-8 for 1936.

Ford safety begins with the desire to make a safe car, regardless of cost. It is carried through every detail of design and construction.

Ford safety, therefore, is not merely the safety of dependable brakes. It goes farther than that and includes a genuine welded steel body structure and Safety Glass throughout at no extra cost. An additional point is that its steadiness and instant response help you to avoid trouble.

Every driver is a better driver in the Ford because of its ease of handling and the alert, capable performance of the V-8 engine.

The 1936 Ford brings you safety, beauty, comfort and roominess as outstanding as its V-8 performance. Many modern features put it in a class by itself in value and satisfaction.

**\$510 AND UP** F. O. B. Detroit. Fifteen body types. Standard accessory group, including bumpers and spare tire, extra. Convenient, economical terms. You can now buy any new Ford V-8 car for the usual low down-payment and \$25 a month. Ask the nearest Ford dealer for complete details of the new UGC 1/2% per month Finance Plans.

**FULL TORQUE-TUBE DRIVE**  
A fine-car feature—exclusive with Ford at a low price. Gives you better performance and greater stability when accelerating or stopping quickly. Combines with front radius rods to insure firm, smooth brake action.

## See the New 1936 FORD Now On Display

# C. E. GATES AUTO CO.

FORD - LINCOLN - ZEPHYR Sales and Service

Sixth and Riverside YOUR FORD DEALER Phone 141